Note for Neidle, Bruce

From: Murphy, Mike

Date: Thu, May 14, 1998 5:31 PM

Subject: allocations

To: Neidle, Bruce

Cc: Anise, Roy

bruce-

in discussions with some customers today, i was advised that current competitive allocation levels are as follows-

rjr - base level of 115% week, but local account manager has discretion to over-ride as necessary.

b&w - base level 125% week, with ability to go about additional 25% each week.

lorillard - awaiting confirmation. initial report was no allocation limit as long as newport is being ordered.

understood from customers we're on 120% week and tight on increasing above this level.

as you may already know, unlike pm, other competitors do not set allocation by brand packing but allow customers to buy any brand style up to total weekly cap. let me know if you wish to discuss.

Source: https://www.industrydocuments.ucsf.edu/docs/zrnm0004